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News Release ~ Communiqué

New regional film commissioners association receives support under Canada-B.C. agreement

VANCOUVER, July 7, 1995 - A new Regional Film Commissioners Association of British Columbia to promote movie-making throughout the province will receive support under the Canada-B.C. Agreement on Communications and Cultural Industries, federal Heritage Minister Michel Dupuy and B.C. Minister of Small Business, Tourism and Culture Bill Barlee announced today.

The proposed association is a joint initiative of the Victoria/Vancouver Island Film Commission, the Thompson-Nicola Film Commission, and the Nanaimo and Mid-Island Film Commission, working in consultation with the B.C. Film Commission.

"Much of the foreign film production being done in British Columbia is concentrated in the Lower Mainland," said Dupuy. "By working to attract more movie makers to more locations -- in the interior, the north and on Vancouver Island -- this new association will help spread the industry's economic benefits throughout the province."

Barlee said: "British Columbia's spectacular scenery and interesting communities offer a rich, untapped mine of movie backdrops. One goal of this proposed association will be to make a ten-fold return on each dollar invested in marketing the province's regions as film-making locations."

The association will receive a non-repayable contribution of up to $99,075 in three stages through the Canada-B.C. Agreement. The first-stage contribution will help cover the cost of research to determine whether such an association is needed and viable.

Association supporters expect the organization could be operational within two years. It will help new regional film commissions get established; co-ordinate staff training; develop standards, systems, and technological resources; and deliver co-operative marketing activities.

The agreement is a two-year, $9.0 million federal-provincial initiative designed to help develop and apply innovative technology, to create new markets for products and services, and to strengthen the industrial infrastructure by sharing costs with project proponents.

The agreement is administered by Industry Canada and Canadian Heritage on the federal side, and on the provincial side by the Ministry of Employment and Investment and the Ministry of Small Business, Tourism and Culture.

Funding for this project was provided for in the 1995 federal budget and is therefore built into the existing fiscal framework. This initiative is an example of how this government is prioritizing its spending so that it can better serve Canadians by making efficient use of their tax dollars.

Information:

David Mills
Film Commissioner
(604) 386-3976
(604) 385-3552 (fax)

Lindsay Allen
Cultural Services Branch
Ministry of Small Business,
Tourism and Culture
(604) 356-2136
(604) 387-4099 (fax)

Shelby Chamberlain
Communications Branch
Canadian Heritage
(604) 666-6426